

What is Claimed:

1. A household product composition comprising:
  - (a) from about 0.1% to about 99% by weight of a vehicle system which comprises a hydrophobically modified water soluble polysaccharide polymer which comprises a water soluble polysaccharide polymer backbone, and a hydrophobic moiety selected from the group consisting of 1) 3-alkoxy-2-hydroxypropyl group wherein the alkyl moiety is a straight or branch chain having 3-24 carbon atoms, and 2) C<sub>3</sub>-C<sub>24</sub> alkyl, aryl alkyl, alkyl aryl groups and mixtures thereof, wherein the hydrophobic moiety is present in an amount up to the amount which renders said polysaccharide less than 1% by weight soluble in water and
  - (b) at least one <sup>active</sup> other household care ingredient.
2. The composition of claim 1 wherein the composition also comprises from about 0.01% to about 50% by weight of the household composition of a surfactant.
3. The composition of claim 2 wherein the surfactant is selected from the group consisting of anionic, nonionic, cationic, zwitterionic, and amphoteric, mixtures thereof.
4. The composition of claim 1 wherein the composition also comprises from about 0.1% to about 99% by weight of the household composition of a compatible solvent or solvent mixture.
5. The composition of claim 4 wherein the solvent or solvent mixture is selected from the group consisting of water, water-lower alkanols mixtures, polyhydric alcohols and mixtures thereof.
6. The composition of claim 5 wherein the solvent or solvent mixture is selected from the group consisting of water, propylene glycol, water-glycerine, sorbitol-water, water-ethanol, and mixtures thereof.

7. The composition of claim 2 wherein the composition also comprises from about 0.1% to about 99% by weight of the household composition of a compatible solvent or solvent mixture.

8. The composition of claim 1 wherein the hydrophobically modified polysaccharide backbone is selected from the group consisting of hydroxyethylcellulose (HEC), hydroxypropylcellulose (HPC), methylcellulose (MC), hydroxypropylmethylecellulose (HPMC), ethylhydroxyethylcellulose (EHEC), and methylhydroxyethylcellulose (MHEC), and agar, dextran, locust bean gum, starch, guar, and their nonionic derivatives, and mixtures thereof.

9. The composition of claim 1 wherein the polysaccharide backbone is HEC.

10. The composition of claim 1 wherein the hydrophobic moiety is 3-butoxy-2-hydroxypropyl.

11. The composition of claim 1 wherein the hydrophobic moiety is cetyl.

12. The composition of claim 1 wherein the polysaccharide backbone is HPC.

13. The composition of claim 1 wherein the hydrophobic moiety is an alkyl radical having 4-16 carbons.

14. The composition of claim 4 wherein composition also contain an effective viscosity amount of a salt.

15. An air freshener/deodorizer composition comprising a solvent and an effective amount of the household composition of claim 4.

16. An insect repellent comprising an effective amount of the household composition of claim 4.

17. A bubble generating liquid comprising an effective amount of the household composition of claim 7.

18. A pet shampoo and shampoo-conditioner comprising an effective amount of the composition of claim 1.

5 19. A liquid soap product comprising an effective amount of the household composition of claim 7.

1. 20. All purpose cleaner comprising an effective amount of household composition of claim 1.

1. 21. A disinfectant comprising an effective amount of the household composition of claim 1.

22. A anti-itching lotion composition comprising an effective amount of the household composition of claim 4.

15 23. A bar soap composition comprising an effective amount of the household composition of claim 7.

24. A rug and upholstery cleaning composition comprising an effective amount of the household composition of claim 7.

25. A rug and upholstery composition comprising an effective amount of the household composition of claim 1.

26. A rug bleaching agent composition comprising an effective amount of the household composition of claim 1.

~~27. A laundry softener composition comprising an effective amount of the household composition of claim 7.~~

~~28. A dishwashing detergent composition comprising an effective amount of the household composition of claim 7.~~

~~5 29. A toilet bowl cleaner composition comprising an effective amount of the household composition of claim 7.~~

~~30. A laundry prespotter composition comprising an effective amount of the household composition of claim 1.~~

~~31. An auto cleaning composition comprising an effective amount of the household composition of claim 7.~~

~~32. The composition of claim 1 where the household composition also comprises an oil-in-water or water in oil emulsion.~~

~~33. A pet dental cleaning and deodorizing composition comprising an effective amount of the household composition of claim 1.~~

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